

# interpartners newsletter

**JANUARY  
2010**

## In this issue:

- Brussels...a new face.
- SelectNY Geneva
- BeeJee Brussels
- News from GAV Romania
- Out of the cold
- New accounts for ArtGrup
- FentonStephens in Melbourne
- Welcome Singapore

[www.interpartners.info](http://www.interpartners.info)

Questions or comment?

[Click here](#)

## Brussels...a new face



The strange lady in the centre of this picture is the first person to welcome you when you enter our Interpartners office in Brussels. On her right side most of you will recognise Laurence, who's leaving us following her husband in his new job

in Paris. Not before a big thank you for her contribution to making our network run smoothly.

The lady pictured here on the 'puppet's' left side is **Anouchka Gydé** (38) Flemish born and living near Brussels with her Irish husband and a young daughter. You'll be able to call or mail her in French, English, Dutch and she'll be equally happy to say "hey" in German.

Her email is: [anouchka@interpartners.info](mailto:anouchka@interpartners.info)

## Time is running faster in Geneva

**Fabrice Croise** and his team at **SelectNY Geneva's** office are proud to welcome **Tissot**, the agency's newest global account acquisition.

Watch your preferred upmarket magazines to discover famous photographer Jeff Burton's high fashion shots, to appear from March onwards.

For more information: [fcroise@selectny.com](mailto:fcroise@selectny.com)

## Global ad spending in 2010

The pain inflicted by the ad downturn has been distributed very unevenly across the globe. The decline has been strongest in the US and Western Europe – between 7 and 13 percent depending on the research sources. Forecast for 2010 are slightly more optimistic, with a global growth of 0.5 to 0.8 percentage point, with a total of \$ 448 billion for measured media spending.

Next year's growth will be boosted essentially by the so-called BRIC countries (Brasil, Russia, India, China) while the US and Western Europe play catch-up.

Long-range model anticipates that ad revenue growth will return to normal (6 to 7 percent) after 2011. By mid-decade, the internet will have overtaken newspapers as the world's second largest ad medium according to Zenith Media.

*Source: AdAge*

## Running an agency in the Netherlands

According to "Adformatie" Dutch agencies tend to earn up to 20% of gross revenue, which is slightly higher than the international benchmark. The other 80% are spent on staff mainly, accommodation and other running costs. The breakdown looks as follow:

Cost for staff incl. free lancers:	60%
Accommodation (rent cs):	7%
Other operation costs:	13%
Earning before taxes:	20%

The same study refers to the cost of new business pitches which are estimated to vary between 4 to 5% of agency revenues. Another indication is the average contribution of €125K per head of staff.

According to most Dutch agency heads, their business has changed fundamentally. "About a quarter of our billing tends to disappear annually either because of clients lost or reduced spending. New business efforts therefore are key for growth and force us to renew a good third of our turnover every year." says Jan Rijkenberg (BSUR).

*Source: Adformatie December 09*

## Happy faces at BeeJee (Brussels)

BeeJee is our Brussels partner agency's digital unit. Business is expanding fast with several online client acquisitions such as **Hain-Celestial** (European food products distributor), **Lancia's** online activities, **Private Boutique**, **Cameleon** fashion outlet stores and more to follow. BeeJee is providing integrated database management and consultancy as well as implementation of online communication programmes.

Famous singer Arno fell in love with the **Lancia** Delta model and boosted the car brand's sales in Belgium by the same token. Well scored, considering that the automotive market went down with 11% in 2009.



## Trans regional business development

Exchange of business contacts between south-east European network partners is growing steadily. Clients such as Billa retailers, Xella (Ytong building materials), Intersport, DYO (paint) and others are the subject of intense mutual consultation. The appointment of **GAV** in Bucharest has contributed to consolidate our creative and service resource in the region.



## Lucian Georgescu will preside the Polish Kreatura Jury 2010



Our Bucharest partner and creative guru will chair the Jury of the 14th edition of the all-Polish 'Kreatura' Award in March. Past jurors of the Festival included Bob Garfield of AdAge, Andrew Rawlins of Epica, Yaniv Melinarsky of MacCann Tel Aviv and Michael Demetriades of NY Festivals. An update will follow in our next Newsletter.

Lucian Georgescu - A Kreatura Jury appearance

## GAV's retail expertise pays off

Marius Rossu, GAV's creative partner, has started the production of no less than 10 TVC executions for **Penny Market**, in support of a campaign to start in March. Liviu Marghidan DOP of *California Dreamin'* production house (Cannes awarded fiction film *Un certain regard*) is part of the team. Penny Market is market leader in Romania in the FMCG sector and is expected to open its 100th store before Easter. Other GAV retail clients are **Billa** and **OBI**.



## Out of the cold

**MediaMarkt** is a long-standing client of our Moscow partner agency. Here are samples of the most recent opening campaign (MediaMarkt has successfully opened mega stores across the country with pro-active agency team input). It is interesting to see how GN-Interpartners creatively translates and adapts the client's well-known hard-hitting low-price approach for the Russian market. The campaign is using a whole range of media channels, from print ads to outdoor and the production of a tailor-made website, completed with in store material based on the central theme.

### The campaign:

OOH - I'll clear your way to best products!



Print ad



Transport



Instore



Online

Another piece of good news is the recent acquisition of the **Ariston** account after a multi-agency pitch. Well done **GN-Interpartners**!

## Booming Istanbul

Our colleagues at **ArtGrup** have their own way to celebrate Istanbul's **Cultural Capital of Europe** nomination. The agency won two major new accounts.

The first one for **GNC** - a leading US brand of vitamins and mineral and herbal products. The Turkish licensee has opened 44 GNC stores across the country and has called on ArtGrup to develop a fully-fledged brand awareness campaign.

**Eker** is a successful producer of dairy products in Turkey. The brand covers 70 different products sold via 10,000 outlets. New in the range are a series of milk desserts. The appointment of ArtGrup is part of an aggressive marketing drive in line with enlarged manufacturing capacity.

More information: [fehmi@artgrup.com](mailto:fehmi@artgrup.com)



## Ever dreamt of driving Australia's number one truck across the streets of Melbourne....?

### FENTON | STEPHENS

No problem: call **Roger Stephens**. He's the boss of **FentonStephens**, Melbourne a recently appointed third partner of our sister network Interpartners Australia. Tell him you're part of the family. Ask him to take you for a pint in one of Melbourne's cool eating places and explain how the agency became one of the top players on the market with work produced for clients like Isuzu trucks, Everlast sports apparel, Slazenger or Dexion, to name a few.

Roger will introduce you to a team of experts behind the agency's exciting management grid and involving exclusive resources such as "*Second Drawer*" a top-of-the-art digital filing system or "*Village*" a club of selected relationship partners...all structured within a strategy based on six *keys for brand revival*.

There's nothing to stop you introducing Australia-bound clients to one of the three network agencies in Sydney, Melbourne or Brisbane.

They'll be warmly welcomed all across the continent.

Open the door of **FentonStephens** at [www.fentonstephens.com.au](http://www.fentonstephens.com.au)

## Welcome Singapore

**Liu Chiu Chiang** and his **Tropical Communications** agency team in Singapore have now officially joined our network. His input will represent a powerful accelerator for the development of our network's presence in continental Asia.



## Dark, sweet and evil

**Tentura Pilavas** is a well-known Greek after dinner liqueur. **Nicholas Koligiannis** is the creative brain behind this campaign featuring how dynamic women reverse their traditional hunted into a hunter's role. The agency, The Syndicate in Athens, has been introduced to the network by our partner Stavros Leoussis. The Syndicate is looking after P&G-Wella's interests in Greece.



## Advance announcement: 2010 Network conference

Our **annual network conference** will take place in **Berlin** during the last week of September, preceding Germany's national "Tag der Deutschen Einheit" celebration.



If you wish to subscribe or unsubscribe from this mailing list, please contact [info@interpartners.info](mailto:info@interpartners.info)